



# **Nationwide Marketing & Education Telephone Survey:**

## **Beneficiary Use of TRICARE Toll-Free Call Centers**

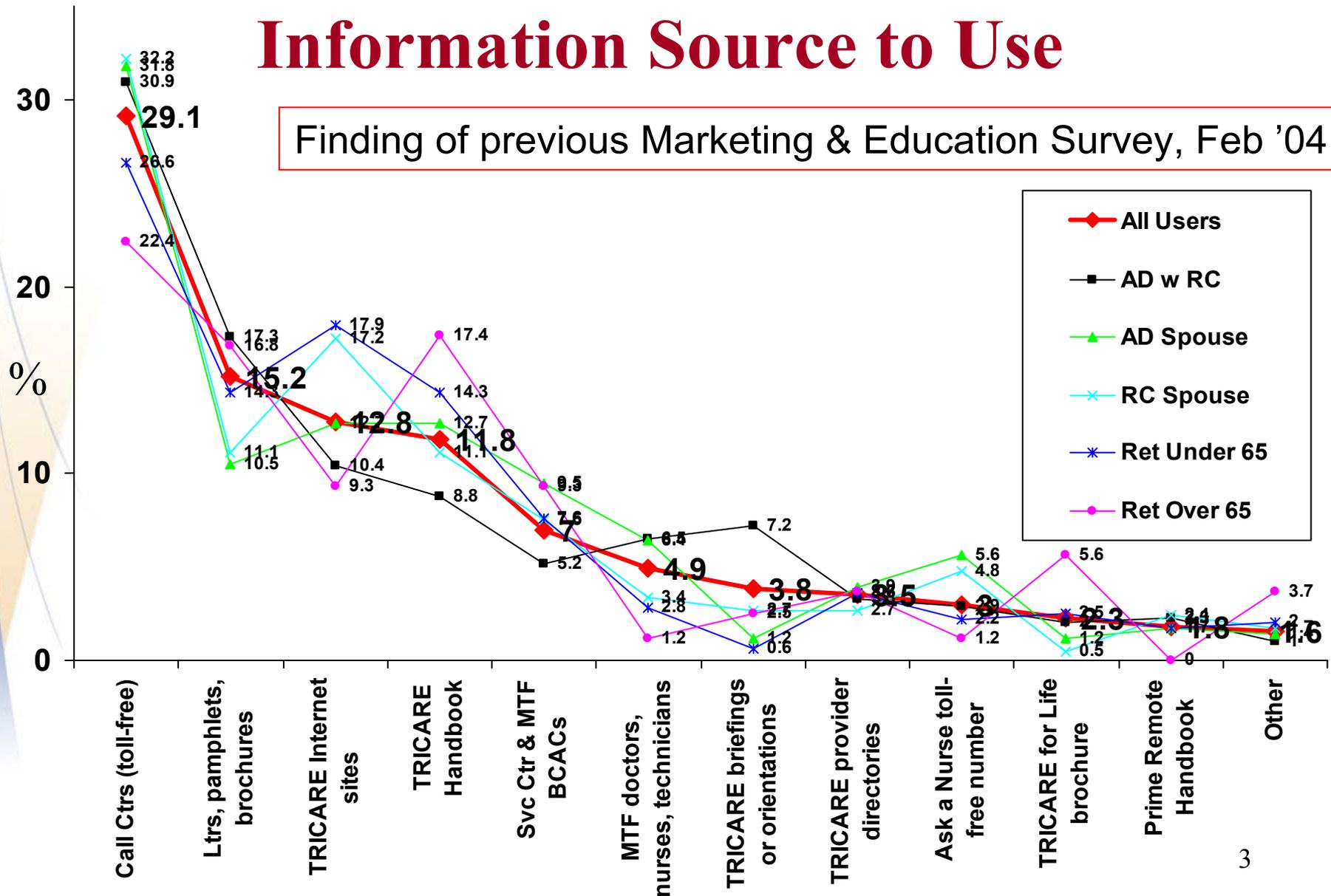
**\*This was a collaborative effort of C&CS and HPA&E's Center for Healthcare Management Studies  
with contract support by WESTAT and STI**

# Research Objectives

- Collect information to help TMA improve the efficiency of marketing and education of TRICARE beneficiaries
- Areas of focus:
  - Web usage
  - TRICARE Call Centers
    - Why do they call?
    - How do they assess their call center experience?
      - Why considered difficult to use (previous survey)?

# Most Difficult TRICARE Information Source to Use

Finding of previous Marketing & Education Survey, Feb '04



# Survey Operations

- 10-minute nationwide telephone survey
- Phone number & demographic info from DEERS
- 26 surveyors received 4 hours training
- Script developed by WESTAT & TMA, CATI assisted
- No calls after 9 pm local
- Call directed to family member with professional encounter, but if unavailable, interviewed spouse
- "Can't talk now" reappointed
- Thoroughly & uniformly work samples -- No cherry picking
- Beneficiary cooperation = 81.3% of households reached

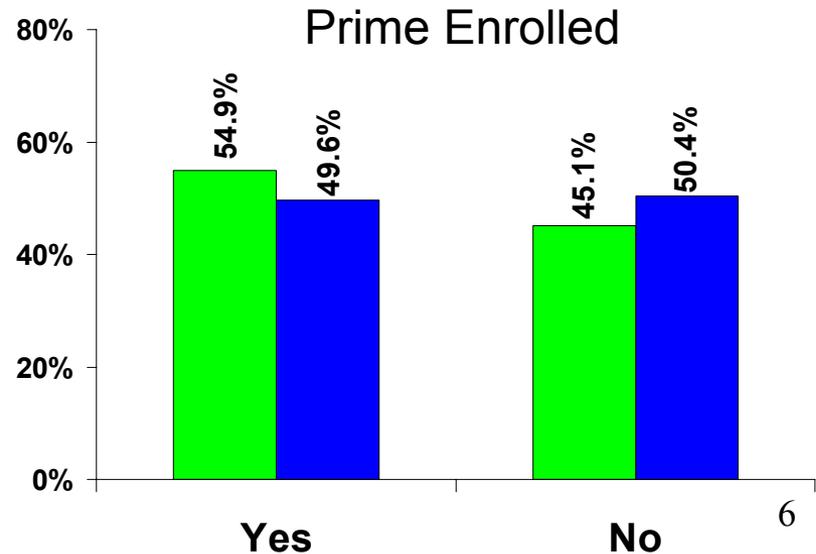
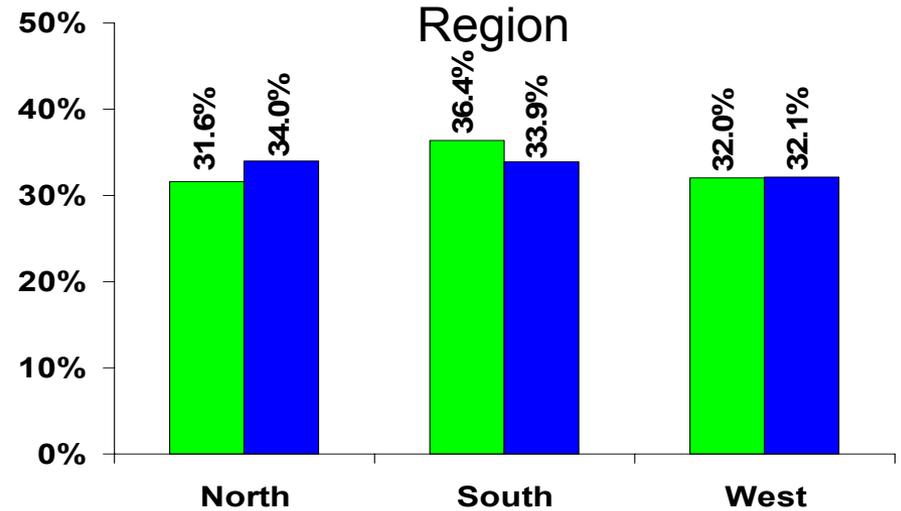
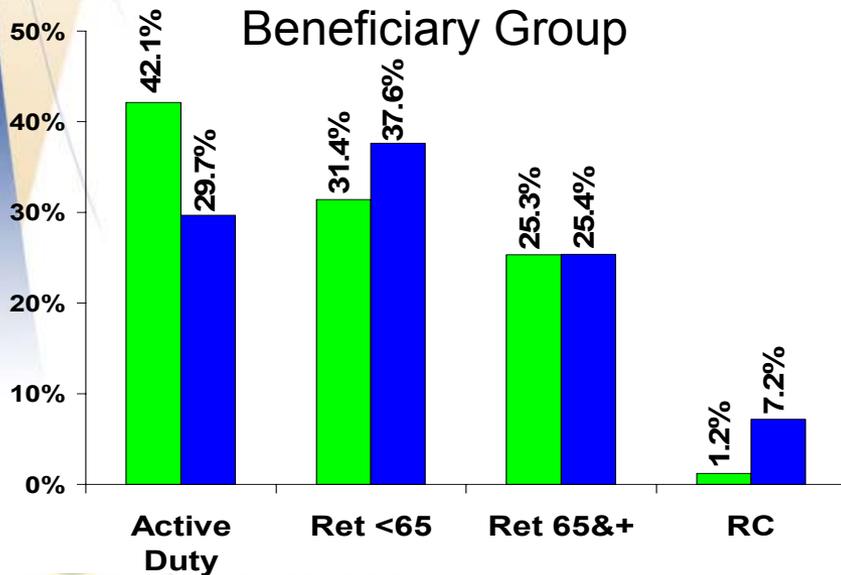
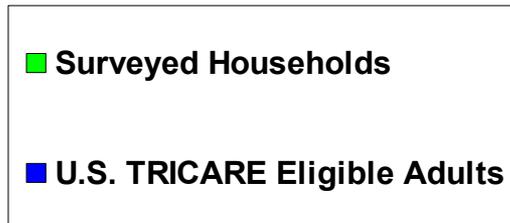
# Sample: Direct & Purchased Care Users Past 3 Months, U.S. Only

<u>Households</u>	<u>Count*</u>	<u>Percent of Sample</u>	<u>Completed Surveys</u>	<u>Percent of Surveys</u>
Active duty	1,653,587	42.1	790	23.5
Retirees under age 65	1,232,959	31.4	912	27.1
Retirees age 65 & +	991,503	25.3	766	22.8
Activated Reservists	48,642	1.2	892	26.5
<b>Total</b>	<b>3,926,691</b>	<b>100.0</b>	<b>3,360</b>	<b>100.0</b>

Source: Nov '04 – Jan '05 Standard Inpatient Data Record (SIDR), Standard Ambulatory Data Record (SADR), Health Care Service Record, Institutional (HCSRI), and Health Care Service Record, Non-Institutional (HCSRN)

\*After excluding duplicates

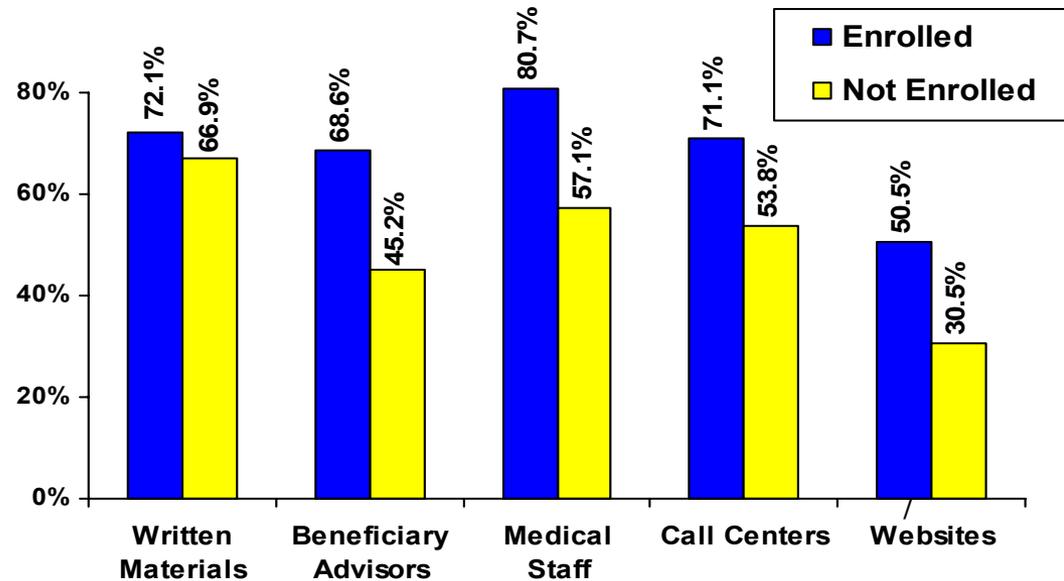
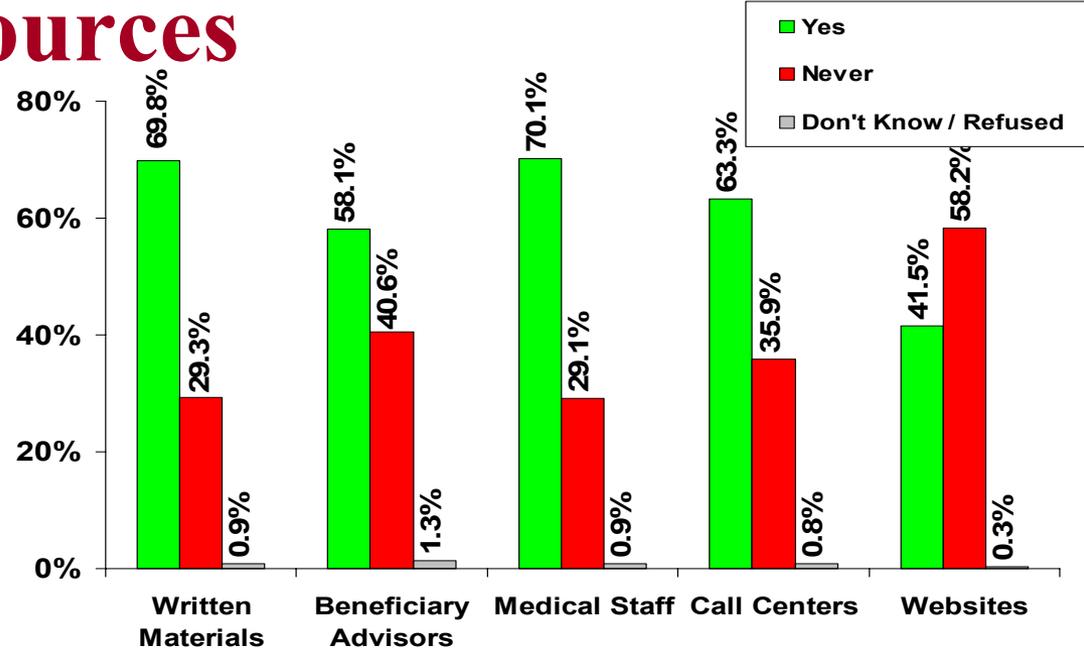
# Household Percent of Completed Surveys vice Eligible Adults



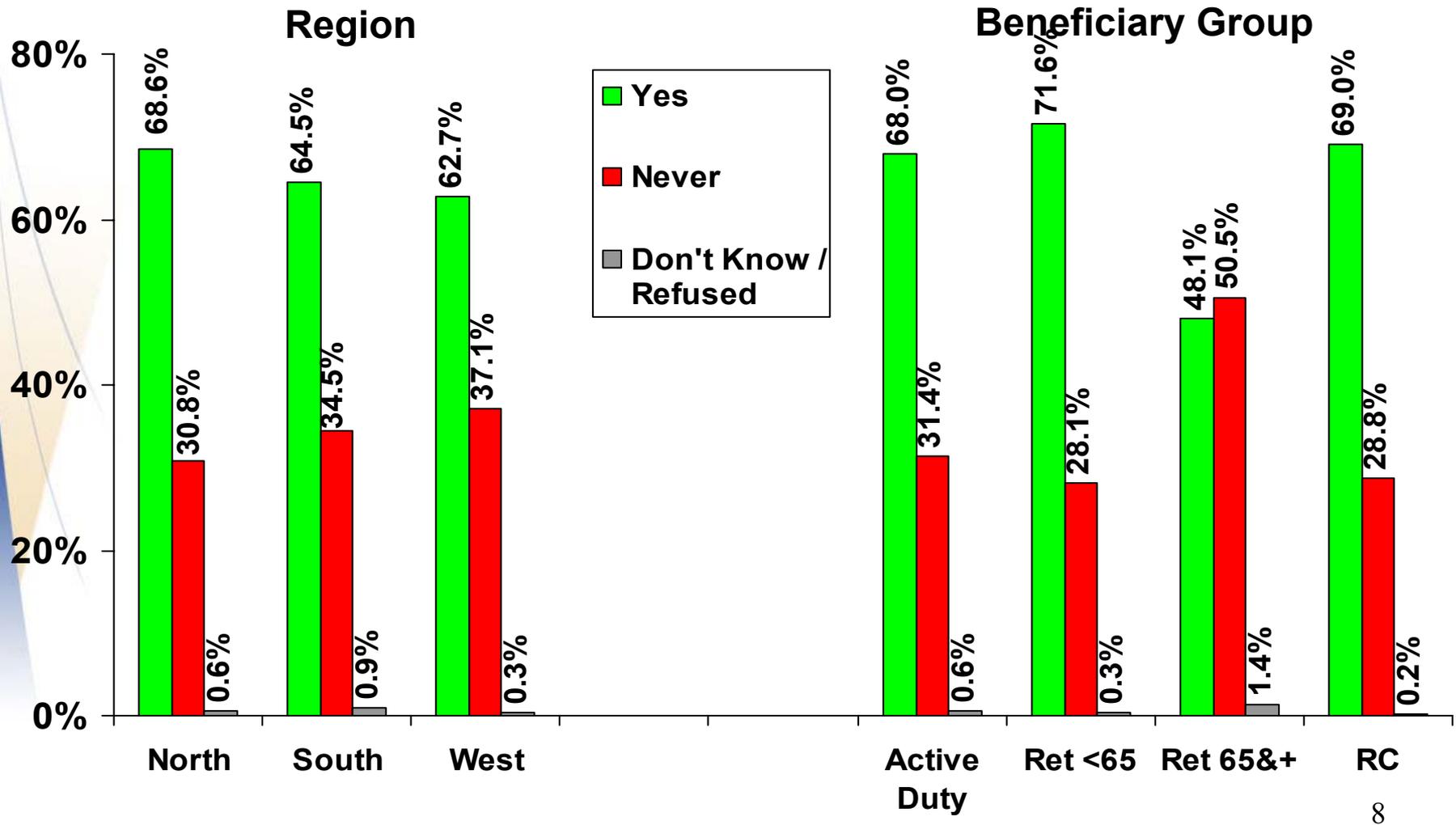
# Overall Use of TRICARE Benefit

## Information Sources

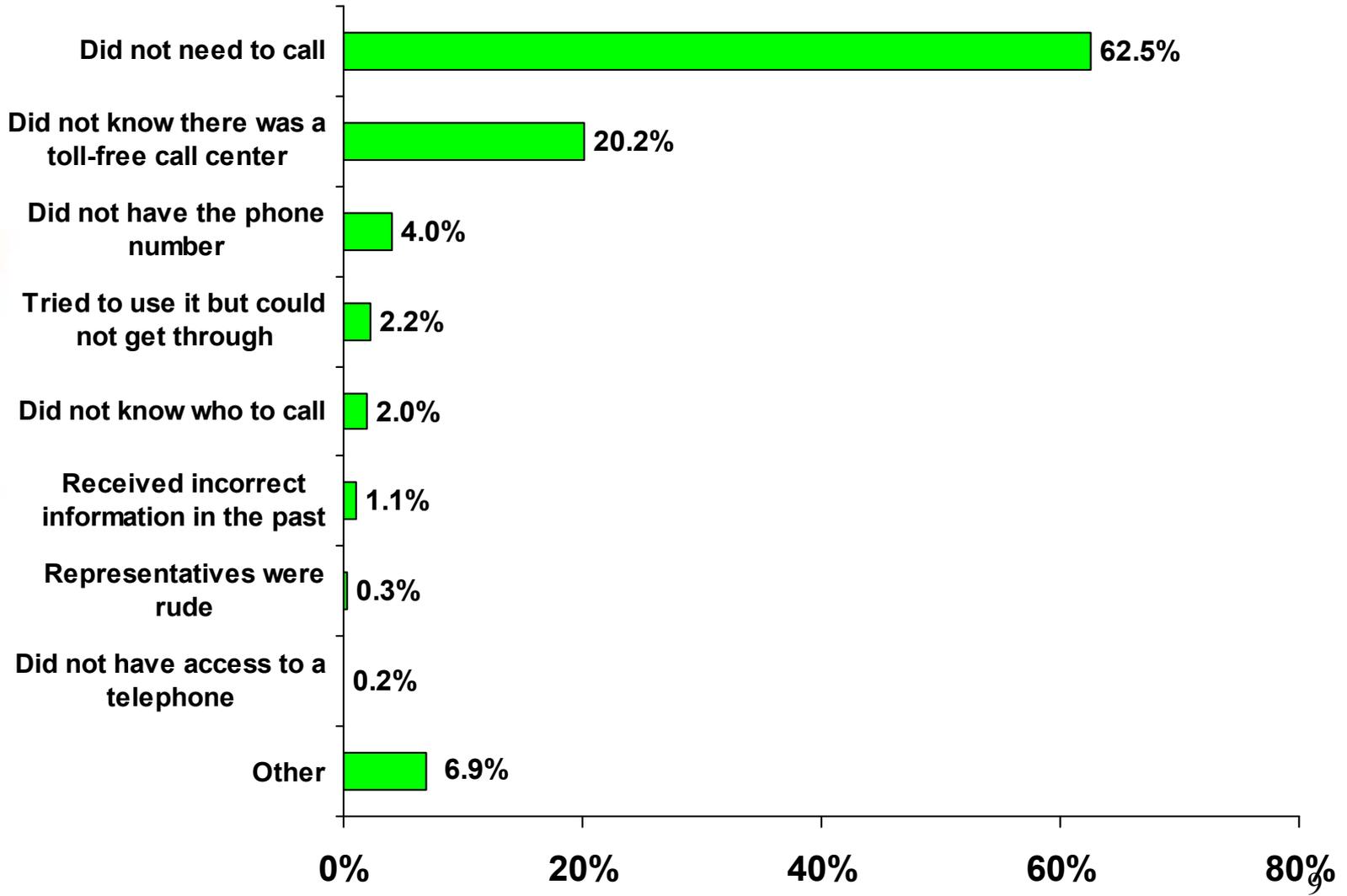
- 1) TRICARE written materials such as letters, pamphlets, handbooks or brochures?
- 2) TRICARE beneficiary advisors at your local hospital, clinic or TRICARE service center?
- 3) Medical staff, including doctors, nurses or technicians at your local hospital or clinic?
- 4) Customer service agents at your regional TRICARE toll-free call center?
- 5) TRICARE Websites?



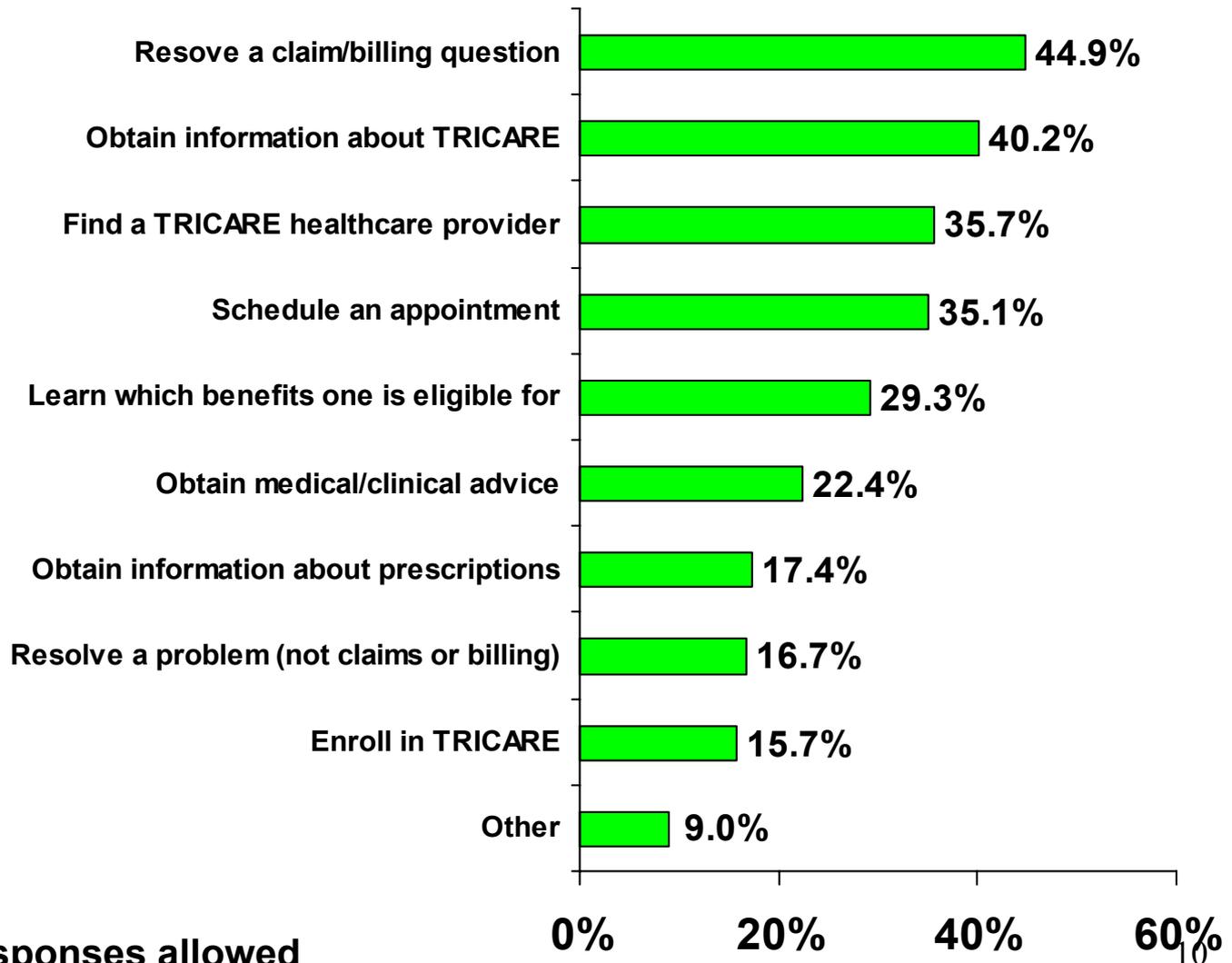
# Use of TRICARE Call Centers



# Primary Reason for Never Using a TRICARE Call Center

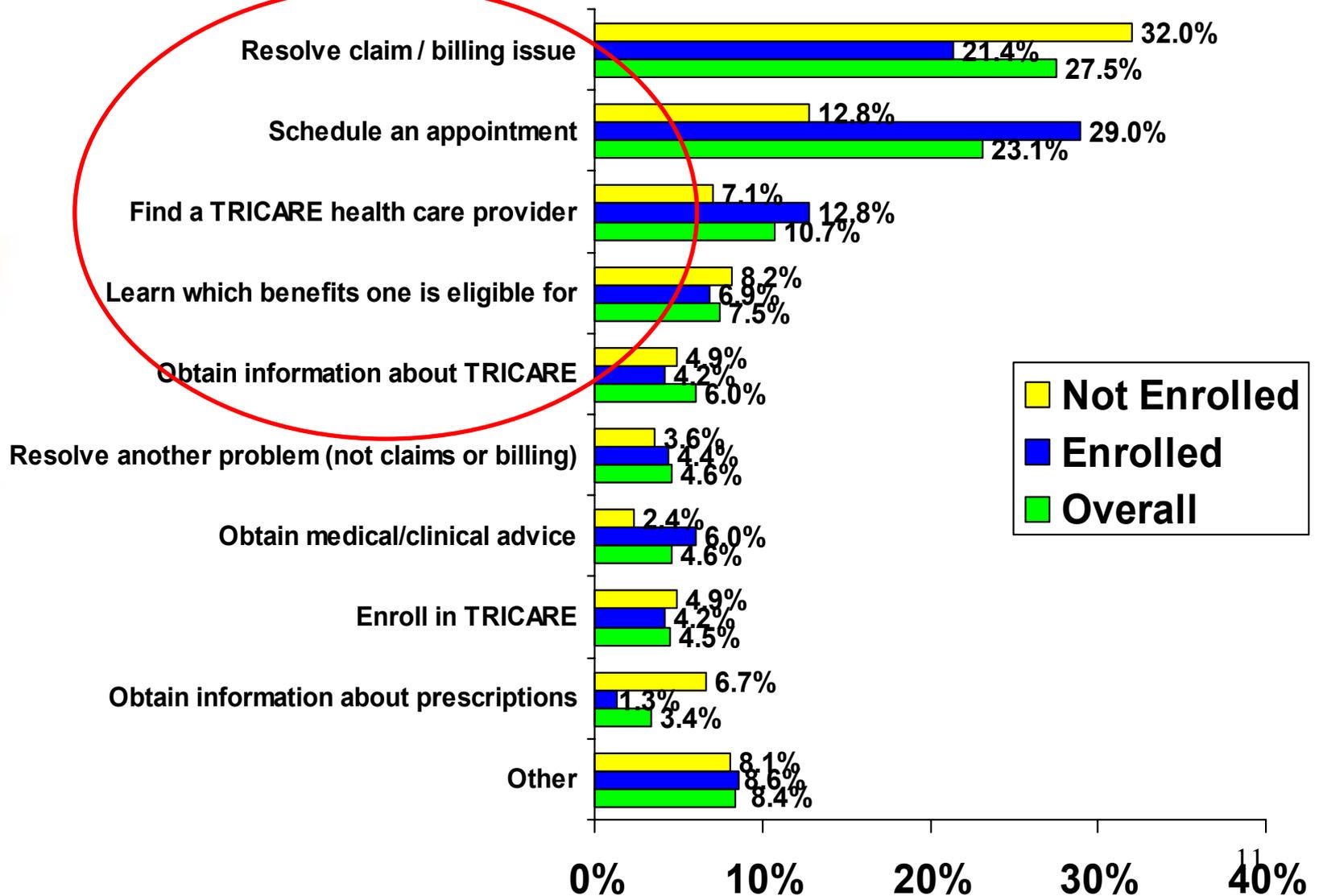


# Reasons for Contacting a TRICARE Call Center\*

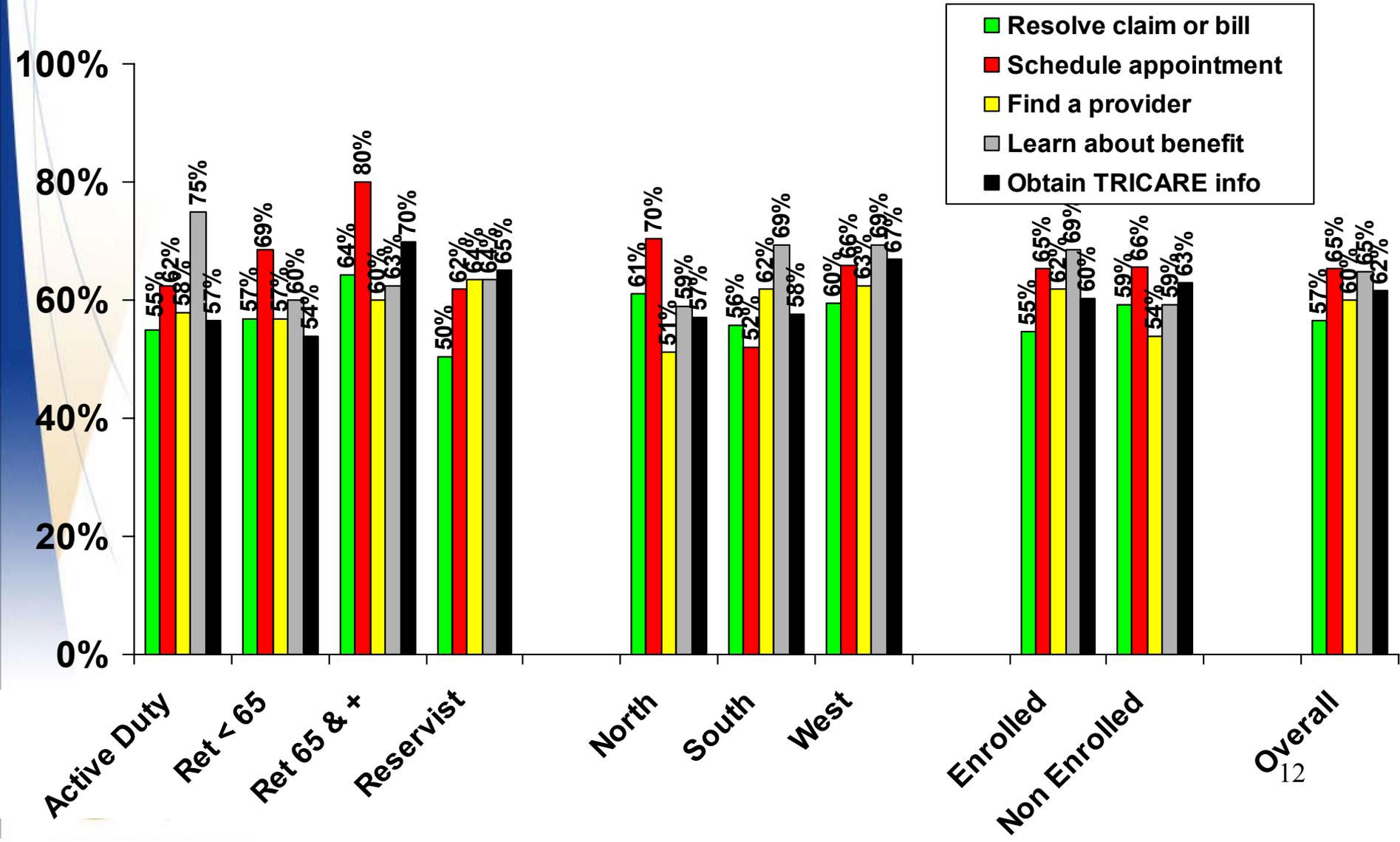


\*Multiple responses allowed

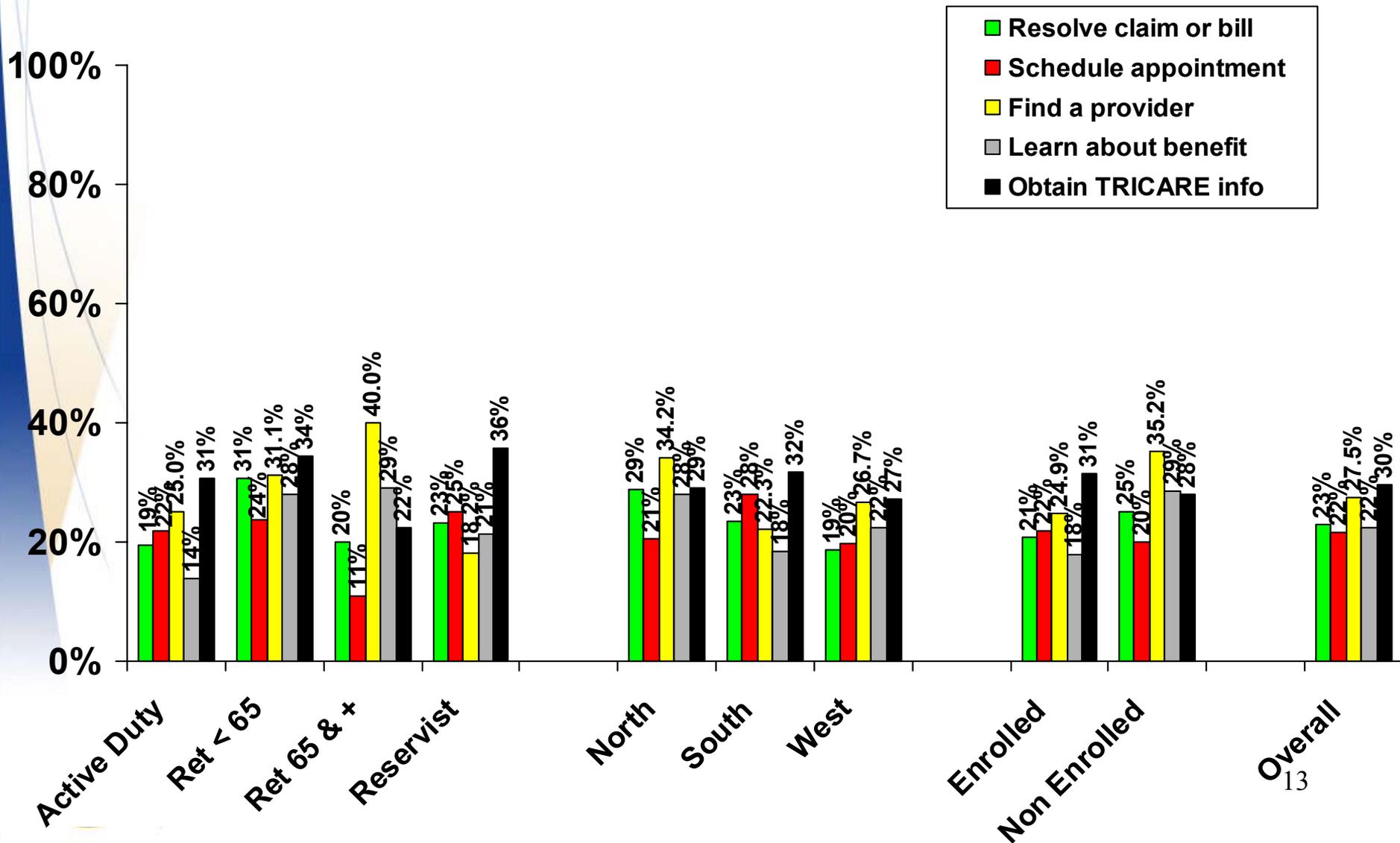
# Primary Reason for Most Recent Call to a TRICARE Call Center\*



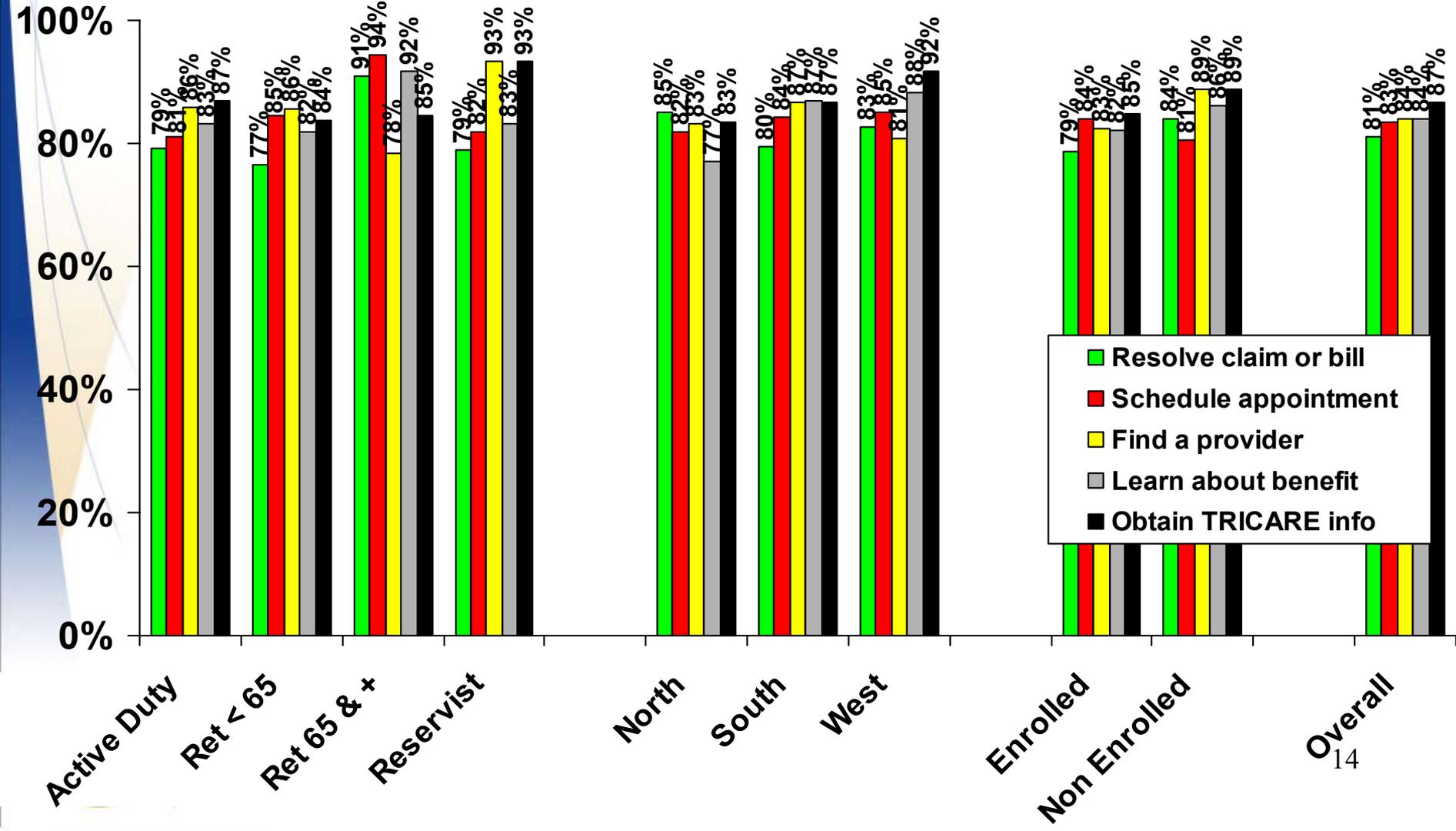
# Call Center Rated “Somewhat” or “Very” Positive – Ease of Getting Through



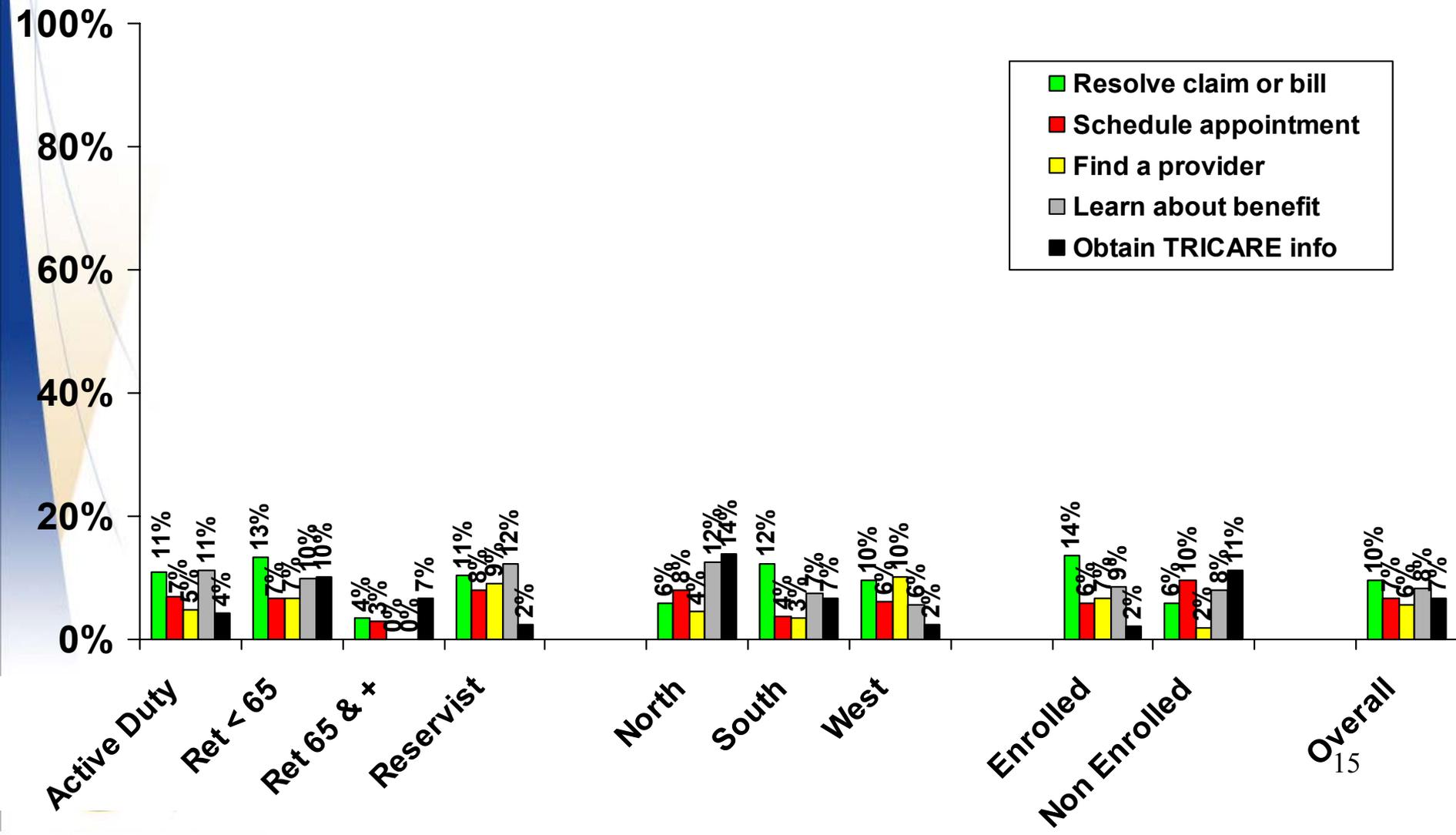
# Call Center Rated “Somewhat” or “Very” Negative – Ease of Getting Through



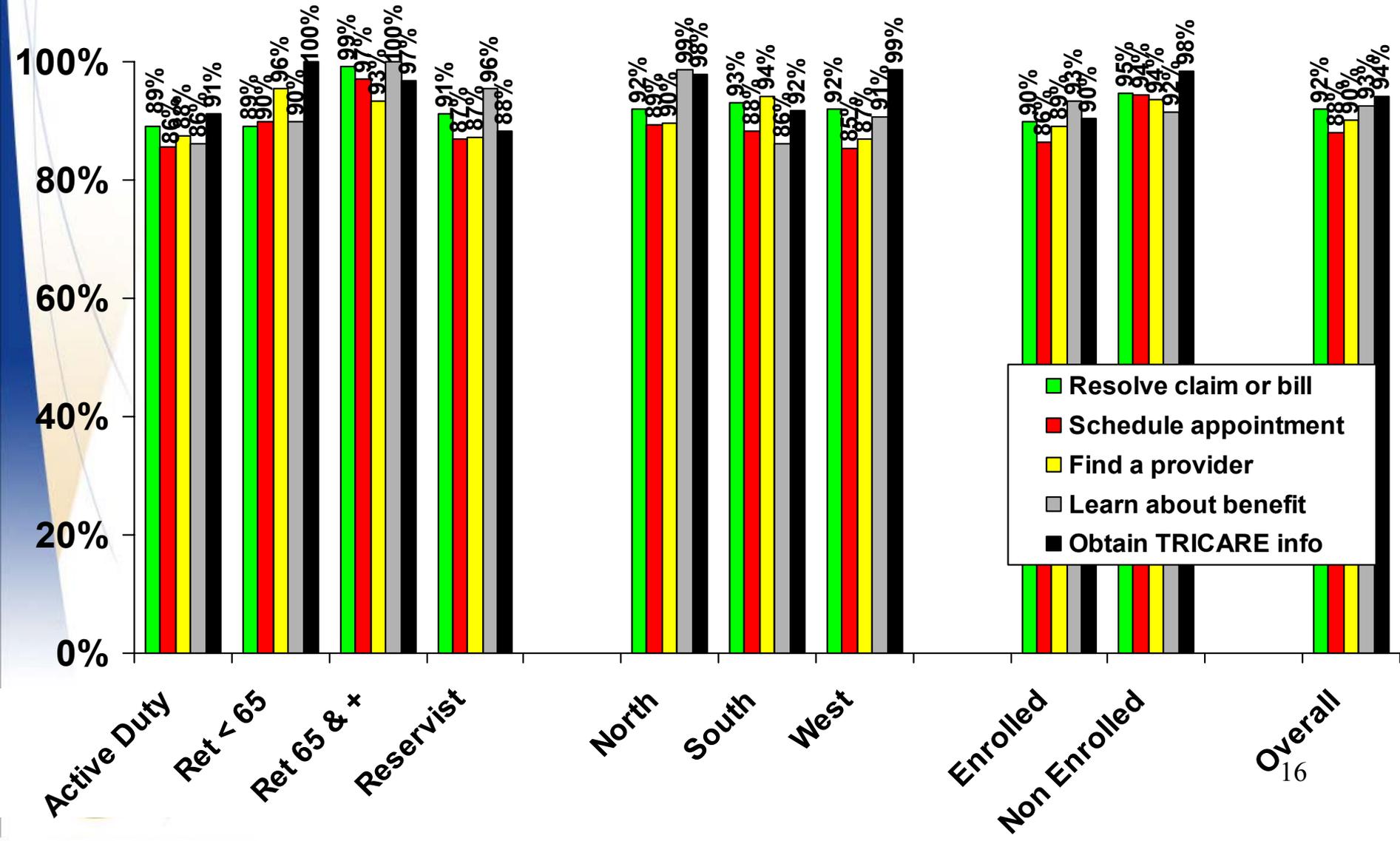
# Call Center Rated “Somewhat” or “Very” Positive – Accuracy of Information



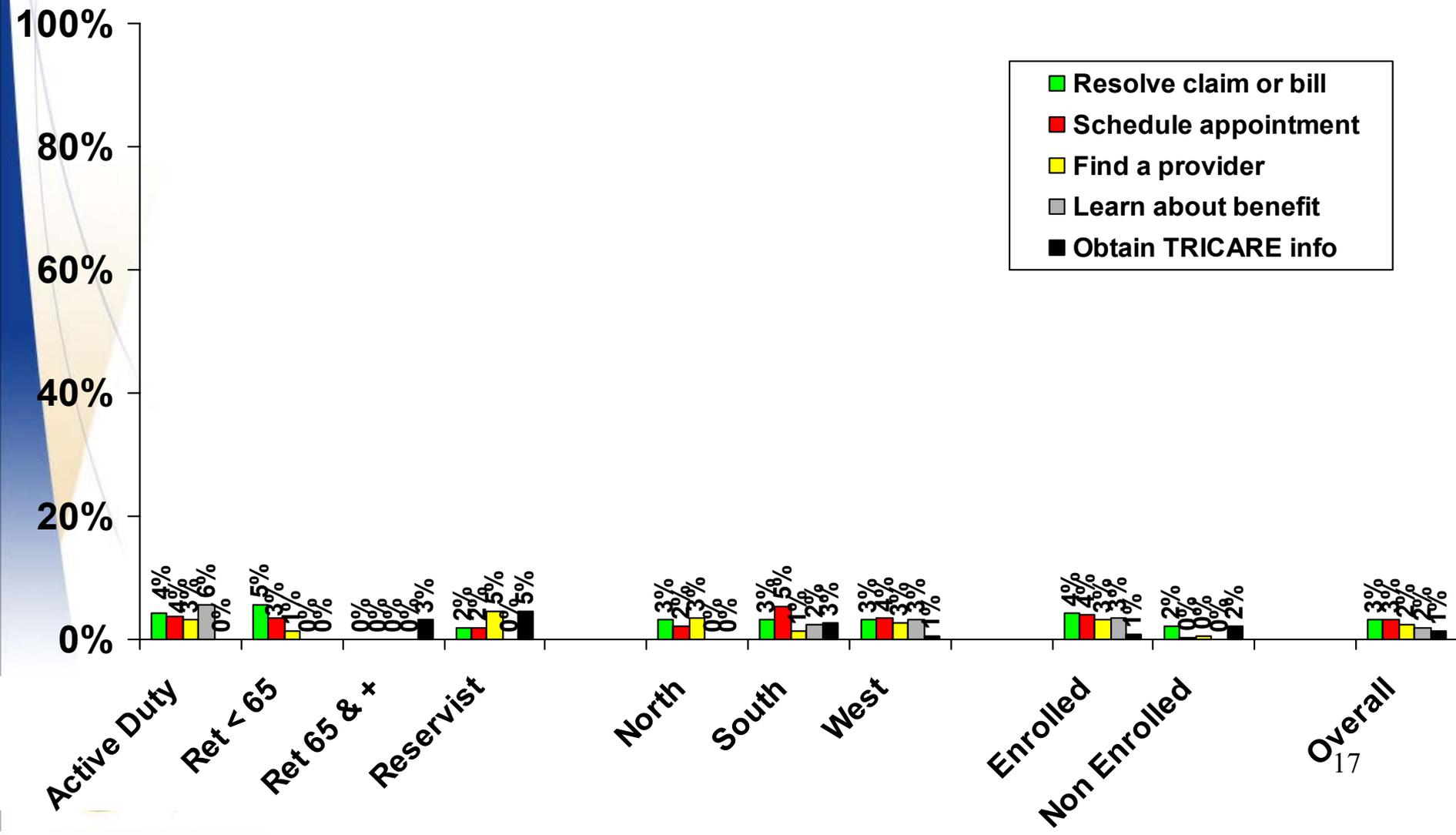
# Call Center Rated “Somewhat” or “Very” Negative – Accuracy of Information



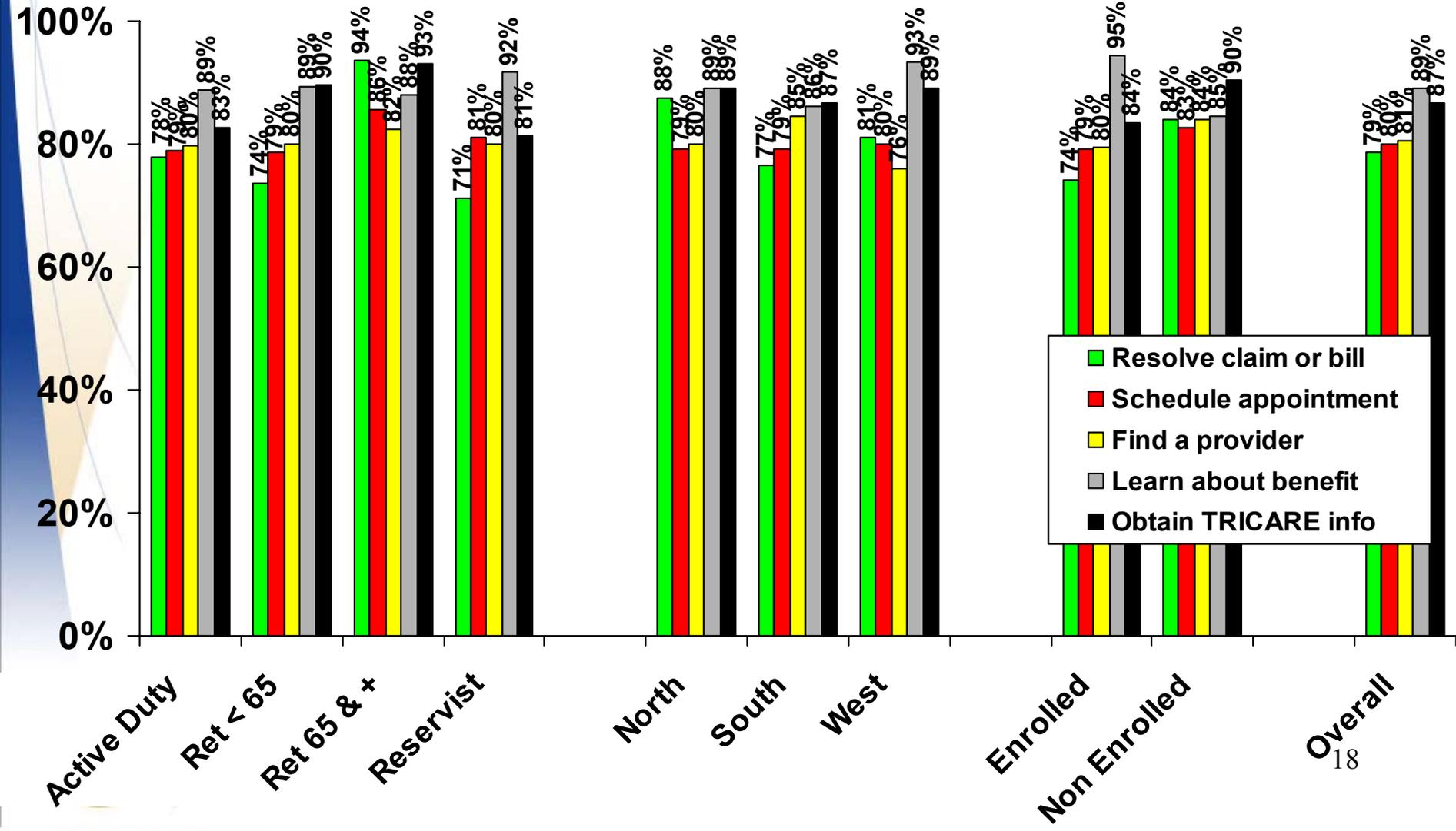
# Call Center Rated “Somewhat” or “Very” Positive – Courtesy



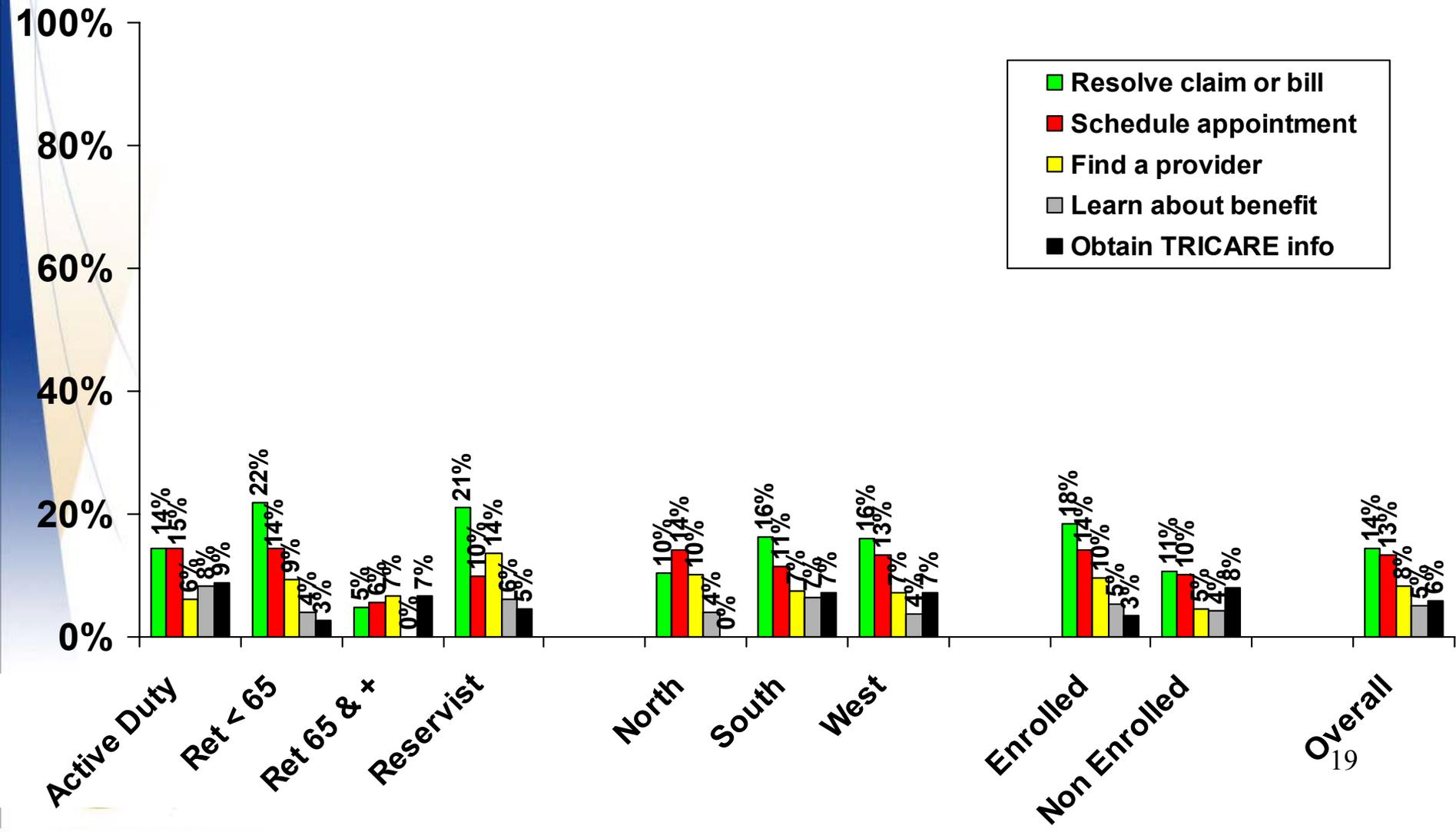
# Call Center Rated “Somewhat” or “Very” Negative – Courtesy



# Call Center Rated “Somewhat” or “Very” Positive – Overall Satisfaction



# Call Center Rated “Somewhat” or “Very” Negative – Overall Satisfaction



# Conclusions

- Web way of future, but continuing need for other methods
- Medical staff (doctors, nurses, technicians) most frequently cited source of benefit info -- staff education is important
- 36% of TRICARE users had never used a call center
  - 62% didn't have a need
  - 20% weren't aware of service
  - 6% either didn't have number or know where to call
- Claims, appointments, find provider, general benefit info most frequent call needs
- "Getting through" most negatively satisfaction component of those assessed
- Claims most negative call reason
- Lack of courtesy an uncommon issue